

ABSTRACT

A a color ink-jet printer has at least four ink cartridges each containing one basic color selected from among yellow, magenta, cyan and black, and at least one additional cartridge containing a basic pale color ink. A processor receives a printing order containing data concerning the requested color and/or the number and color of the ink droplets to be deposited on one another at a specific location of a selected printing substrate. The processor includes an optimizing mode capable of matching the requested color and/or the required number and color of droplets to be superimposed to obtain a selected color at a given pixel with an equivalent color and/or an equivalent number and/or color of droplets to be superimposed to obtain a substantially equivalent and satisfactory color rendering in conformity with the human eye sensory response. The thus-determined equivalent color and/or the equivalent number and color of droplets to be superimposed is applied to the printer for each printing order received.